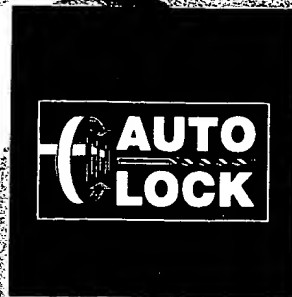


**Im Handumdrehn  
zum Erfolg**



**Customer: Seal only when using a FedEx snip or InterNetShip document.**

**Genial einfach. Einfach genial.**

**BOSCH**



## The new impact drill from Bosch

Vibration dampening

AUTO

LOCK

Thanks to the Bosch Auto-Lock system—without peer anywhere in the world—replacing cutting tools is now effortless and accessory-free: Simply open the chuck, replace the tool, and close. Done!

Easy to use

With the launch of the new PSB 750-2 RPE/RE, Bosch again demonstrates its expertise in the field of high-output impact drills.

The innovative comfortable-handling concept that includes Bosch Auto-Lock, the vibration dampening feature and Slimline design makes work easier than ever before.

Insightful ergonomics

A powerful launch campaign has been created to roll out the new Bosch impact drill.

Don't miss this opportunity to profit from an effective and uniform advertising campaign in the traditional media and at the point of sale.

Unmistakeable in print and on television

### **The print advertisement**

Whenever anyone opens this ad, they will stop and catch their breath: The striking picture effectively illustrates the user benefits of the Bosch Auto-Lock system and captures the audience's attention in the mainstream press and technical journals.

*(Image of the print ad)*

### **The television commercial**

Cutting tool replacement in record time, and during prime time: the television commercial leaves no doubt about the superior advantage offered by the new impact drill.

*[Strip that shows images from the television commercial.]*

Reach millions of people in your target audience.

### **The power of media**

Strong support for a strong product: in 1998, the new impact drill from Bosch makes an impact in selected television programs and in headlines in print media.

Sold in record time:

The POS material

**The brochure**

Detailed information about the new Bosch impact drill. Four pages, 4-color.

**The product tag**

The final attempt to convince the customer to make the purchase; attached to the product

**The overhead display to hang from the ceiling**

With nylon cord and metal feet, and

**The topper sign**

For the reusable mesh container.

**Innovative Product – Innovative Presentation:**

**The “Vario” Display**

The ideal product presentation with integrated testing capability allows customers to experience the Auto-Lock feature—a world premiere for a new impact drill—directly at the point of sale. It consists of a socket, back wall and topper sign with a variety of applications, e.g., on a display case. The topper sign can be slid up or down, as necessary.

**Hands-on use wins the customer over**

The boring bit is anchored to the display, ensuring long-lasting, successful customer involvement.

**The shelf stopper**

One more way to incite the customer to make a purchase when he's looking at the shelf.

**The “vario” display – main display**

Pulls a lot of attention into a small space. Easy to hang on a pegboard: simply insert metal hooks in the socket from behind. Cable conveniently rolls up on the underside of the socket.

**The secondary display**

Effectively eye-catching at the point of sale. Delivered directly from the plant, with robust column support, for six products, with separate, language-neutral topper sign. Product can be ordered through Sales and Marketing.

**The “vario” display as secondary display**

Depending on need, the presentation unit can be easily combined with the “vario” display.